

Project #7: Pressed and cooked cheese production unit



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Project description



Production of pressed or hard cheeses in which the curd is pressed at the time of molding to obtain the tome by eliminating as much whey as possible, then left to mature (Edam, Emmental, Camembert, Comté, Gruyère, etc.).

Code HS: 0406

Branch

Food industry

Sub-branch

Dairy industry



Financial indicators (estimated³)

Potential Investment

~20 - 50 Mn MAD

Potential sales

~40 - 90 Mn MAD

Potentiel RRI

~20% - 25%

Average ROI

~4 à 5 years



Key facts

- Potential for the Kingdom to capture market share in the West African region;
- Growth in local consumption at a rate of 5 to 7% annually, with the development of the fast-food market and changing consumer habits.



Product Complexity²

Complexity Index (PCI)¹
 Harvard Economic Complexity



-0.001



Main required inputs

- ✓ Milk
- ✓ Additives (lactic ferments, rennet, etc.)



Main investment benefits

Grants

- ▶ Industrial Development and Investment Fund (FDII)
- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

Potential land

- ▶ Meknès
- ▶ Agropole Beni Mellal
- ▶ Agropole Berkane
- ▶ Agropole Agadir
- ▶ Agropole

Training support

- ▶ "IDMAJ" Program
- ▶ "TAEHIL" Program

Funding Mezzanine

- ▶ SME Green
- ▶ Invest

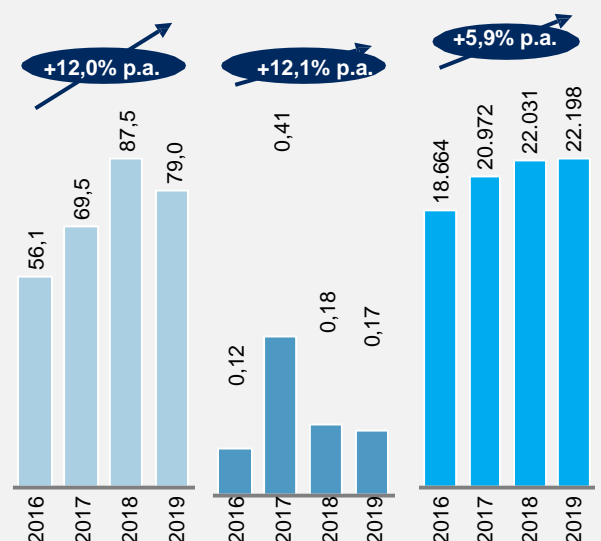


Market growth and size²

Morocco Imports (USD, Mn)

Morocco Exports (USD, Mn)

Global exchange (USD, Mn)



¹ Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The PCI is calculated according to the number of countries producing the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products).

² Code HS : Complexité économique : 1905 / Trademap (valeurs d'exportation mondiales) : 190531, 190532

³ Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. Financial indicators are provided for information purposes only, and do not constitute any form of commitment or guarantee.